

ABSTRACT OF THE DISCLOSURE

An entertainment system comprises display color code setting means for setting a suitable display color code for each of undefined display color codes in unprocessed message data, the message data generating means for generating message data by dividing the unprocessed message data into line unit data sections each comprising one-line data based on the number of lines in the message and storing the generated message data in a buffer for displaying the message, and message data outputting means for starting display of the message from a point having coordinates indicated by a coordinate code such that each of character strings of data units is displayed in a color indicated by a display color code. If an undefined display color code is included in the message data, the display color code setting means determines the type of a word having the undefined color code and defines the undefined color code based on the determined type.